WXPN — UNIVERSITY of PENNSYLVANIA

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May 14, 1959

Mr. Clint Brooks
Yale Broadcasting Co., Inc.
242 A Yale Station
New Haven, Connecticut

Dear Clint:

I realise that it is a little late to thank you for making me President of the Ivy Network, but this is the first chance I have had to do this on a formal basis. This is not to say that I have not been working on those matters discussed at our last meeting. As to what has been accomplished, I would like to report that Walter Frank and Larry Veit have been doing an adequate job making the prospects for a sound Ivy Network in the future quite good, I have told Larry and Walt to send a report every month to each of the stations, giving a breakdown of all money received by the Network, and a general list of expenditures for that period. This will enable to Board of Directors to keep a closer tab throughout the year on the Network's financial activities.

There have also been developments here at Penn. A six-desk office has been given to us free of charge by the University of Pennsylvania for the use of the Network and any staff members of the individual stations for soliciting new accounts, holding committee meetings, and any other activities the Network might deem feasible.

I spoke to Dan Sobol this evening and suggested he try to make it down to Penn some weekend to hold a sales training seminar for all staff members in the Network who wish to sell for Ivy either this summer or next fall. I will discuss this further with you by phone.

I have also spoken with Bob Vance and explained to him that the Network does not wish to have a National Rep on a contractual basis, and expressed our wishes for him to continue on the same informal basis as in the past, until further notice. I told him that we would get in touch in the fall after we see the results of the job done by the Network.

There is a lot more to be said, but there are some matters I wish to clear up with you by phone first. I am always available, so please feel free to contact me if you have any questions.

Sincerely,

Stan Federman

Stan Federman
President, Ivy Network

SF:mdb